

ABSTRACT OF THE INVENTION

A system, apparatus, and method for executing an application are disclosed. The system includes a mobile element having user service preferences whose position is monitored by a position monitoring module, a service broadcaster which
5 broadcasts service preferences and related applications to the mobile element, and a comparator coupled to the mobile element to compare the broadcast service preferences to the user service preferences.

"Express Mail" mailing label number: EL873859772US

Date of Deposit: September 18, 2001

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